

MARKETING & COMMS COMMITTEE TOR



Reports to:
Board of
Benalla Golf
Club



Meeting
Attendance:
Monthly or as
required



Length of
Term:
1 Year



The Marketing and Communications Committee reports to the Board of the Benalla Golf Club and is subject to the club's By Laws regarding sub-committees.

The Committee is responsible for managing all activities related to promotion of the club and its facilities; communication of information to members; new member and guest attraction; and attraction and management of sponsors.

The Marketing and Communications Committee will work closely with the General Manager, Golf Committee and Membership Engagement Committee

The conduct of the Marketing and Communications Committee and its members is governed by the Board & Sub-Committee Code of Conduct.

Committee members are obligated to declare any interest and any business or other relationship which could, or could be perceived to, materially interfere with the member's ability to act in the best interests of the Club.

Responsibilities

Communication and Publicity

- Oversee the development and implementation of the Club's communication and digital media policies and strategies.
- Develop and implement a communications plan to ensure all members receive timely information and regular updates on club news, events, and issues of importance.
- Ensure members' contact details and preferred methods of communication are up to date.
- Actively promote members achievements and stories.

Marketing

- Develop an Annual Marketing Plan designed to attract new members, visitors, and supporters by raising awareness, both locally and regionally, of the club, its facilities, its members, and its achievements.
- Assist with the development of the annual marketing and promotions budget and monitor expenditure.
- Work with the Golf Committee and Member Engagement Committee to plan and promote golfing and social activities to encourage further use of the facilities e.g. Novelty events; Open Days; Corporate Golf Days, visitor packages.

- Oversee development and implementation of club livery to project a consistent club image.
- Review and make recommendations on reciprocal arrangements with local sporting clubs.
- Review and make recommendations on reciprocal arrangements with other golf clubs.

Sponsorship

- Develop a sponsorship plan to attract commercial partners and sponsors,
- Negotiate short and long-term sponsorship arrangements in accordance with the plans, programs, and annual competition schedules of the Club.
- Recommend sponsors and sponsorships for approval by the Board.
- Maintain positive relationships with sponsors, advertisers, and supporters through verbal, written and personal interaction.
- Recommend appropriate recognition of sponsors including any proposed temporary or semi-permanent signage.

The Marketing and Communications Committee will conduct an annual review of this Charter and have any amendments authorised by the Board to ensure they remain consistent with the club's strategy, objectives, and responsibilities.